










3. Selected results

3.1 Study Sample Size & Response Rates

TABLE I		NUMBER OF SCHOOLS		NUMBER OF LEARNERS		PERCENTAGE RESPONSE RATES		
		SAMPLE	PARTICIPATED	SELECTED	PARTICIPATED	SCHOOL	LEARNERS	OVERALL
	Eastern Cape	25	22	1025	872	88	85.1	74.9
	Free State	13	9	641	546	69.2	85.2	59
	Gauteng	20	15	845	737	75	87.2	65.4
	Kwazulu-Natal	12	8	475	381	66.7	80.2	53.4
	Mpumalanga	13	11	796	687	84.6	86.3	73
	North West Province	19	10	558	463	52.6	83	43.7
	Northern Cape	25	16	677	592	64	87.4	56
	Northern Province	13	13	1134	1010	100	89.1	89.1
	Western Cape	20	19	923	757	95	82	78

One hundred and twenty three schools out of the 160 selected schools participated in the survey. Out of 7074 selected learners, 6045 participated.

The national school response was 76.9% and the national learner response rate was 85.5%. The national overall response rate was 65.7%.

The school response rate for the nine provinces varied between 52.6% in the North West Province to a 100% in the Northern Province. Learner response rates in all provinces were above 80%. Overall provincial response rates ranged between 43.7% – 89.1%.

3.2 Background Characteristics of Learners

TABLE 2

SOUTH AFRICA		n	%
GENDER	Male	2859	47.4
	Female	2924	52.6
GRADE	8	2533	37.6
	9	1654	32.4
	10	1620	30.0
AGE	≤11 years	341	5.9
	12	230	3.7
	13	456	8.0
	14	964	15.0
	15	1159	19.9
	16	1154	19.1
	17+	1465	28.5
‘RACE’	Black/African	3155	53.8
	Coloured	860	10.9
	Indian	152	3.4
	White	768	14.0
	Other	85	1.4
	I do not know	807	16.5

The sample consisted of 52.6% females and 47.4% males. Most learners (37.6%) were in Grade 8. 42.9% of the sample were aged 13 – 15 years old, while 47.6% of the sample were 16 years old and older. The majority of the learners were "Black/African" (53.8%), followed by "White" (14.0%), "Coloured" (10.9%) and "Indian" (3.4%). It is noteworthy that 16.5% of the learners were not able to classify themselves in one of the historical "race" categories used in South Africa. In three of the provinces viz. North West Province, Free State and the Eastern Cape, older learners (16 years and older) made up over 50% of the sample (58.3%, 55.4%, 55.7% respectively).

3.3 Prevalence of Tobacco-using Behaviour

TABLE 3		Current Use ²			Age: First smoked ³ cigarettes before 10yrs	Frequent ⁴ smokers
	Ever smoked ¹ cigarettes	Cigarettes	Other tobacco products	Any tobacco product		
	%	%	%	%	%	%
Totals	46.7 41.8 – 51.6 ^a	23.0 19.0 – 27.0	18.2 15.1 – 21.3	32.5 28.4 – 36.6	18.5 16.6 – 20.4	10.1 7.3 – 12.9
gender : Male	55.4 50.8 – 60.0	28.8 24.5 – 33.1	20.7 16.7 – 24.7	38.0 33.6 – 42.4	18.9 16.6 – 21.2	13.2 9.2 – 17.2
Female	38.8 32.8 – 44.8	17.5 13.1 – 21.9	15.1 11.3 – 18.9	26.5 21.5 – 31.5	17.7 13.0 – 22.4	7.2 4.7 – 9.7
Grade: 8	37.9 33.4 – 42.4	16.9 14.4 – 19.4	16.5 14.0 – 19.0	27.2 24.3 – 30.1	24.4 18.6 – 30.2	5.5 3.8 – 7.2
9	53.7 46.5 – 60.9	28.1 20.9 – 35.3	17.9 11.6 – 24.2	35.5 28.2 – 42.8	14.3 10.2 – 18.4	12.6 7.3 – 17.9
10	50.4 43.2 – 57.6	24.9 19.5 – 30.3	17.7 15.2 – 20.2	33.1 28.3 – 37.9	18.5 10.6 – 26.4	13.3 9.8 – 16.8
Age: ≤12	50.0 43.7 – 56.3	28.7 21.7 – 35.7	30.7 20.8 – 40.6	43.6 34.5 – 52.7	55.7 39.0 – 72.4	12.4 5.5 – 19.3
13	37.9 30.1 – 45.7	14.7 8.9 – 20.5	7.3 3.2 – 11.4	17.6 9.8 – 25.4	25.3 9.8 – 40.8	4.5 1.4 – 7.6
14	39.0 31.8 – 46.2	17.4 13.2 – 21.6	12.4 8.5 – 16.3	24.4 19.8 – 29.0	17.6 11.8 – 23.4	4.9 3.1 – 6.7
15	50.6 41.7 – 59.5	18.9 16.0 – 21.8	13.2 6.6 – 19.8	26.9 20.9 – 32.9	19.9 14.0 – 25.8	6.1 4.3 – 7.9
16+	48.2 42.2 – 54.2	26.9 20.9 – 32.9	19.7 16.3 – 24.1	36.5 31.0 – 42.0	15.3 11.8 – 18.8	13.8 10.0 – 17.6
‘Race’: Black/ African	39.3 34.3 – 44.3	18.4 13.1 – 23.7	18.6 14.3 – 22.9	28.6 22.8 – 34.5	20.0 16.9 – 23.1	7.3 3.7 – 10.8
Coloured	68.7 63.8 – 73.5	37.4 33.8 – 41.0	15.2 11.0 – 19.3	41.2 37.8 – 44.6	14.2 12.2 – 23.1	14.6 11.4 – 17.8
Indian	49.6 46.8 – 52.4	23.4 20.9 – 25.8	10.3 1.4 – 19.2	28.0 13.8 – 42.3	15.8 12.4 – 19.2	10.2 6.7 – 13.8
White	62.0 56.7 – 67.4	29.0 22.5 – 35.6	10.5 6.7 – 14.4	32.4 26.1 – 38.7	22.7 18.1 – 27.3	17.0 11.2 – 22.7
Other	63.6 50.3 – 77.0	38.9 – – ^b	26.3 20.2 – 32.4	43.4 36.3 – 50.5	24.0 13.7 – 34.2	15.6 6.3 – 24.9
Don’t know	37.3 28.8 – 45.8	19.3 13.4 – 25.1	22.1 14.7 – 29.5	34.5 27.8 – 41.2	12.0 8.7 – 15.3	9.1 5.0 – 13.3
a. 95% confidence interval b. n too small l. Even one or two puffs						
2. Smoked cigarettes or used other tobacco products one or more of the 30 days preceding the survey						
3. Among ever smokers 4. Smoked cigarettes on 20 or more days of the past 30 days						

Ever smokers

46.7% [41.8 – 51.6] of the learners were classified as ever smokers (smoked a cigarette, even 1 or 2 puffs). The percentage of ever smoking males (55.4% [50.8 – 60.0]) was significantly greater than that for female learners (38.8% [32.8 – 44.8]). The percentage of ever smokers in Grade 9 (53.7% [46.5 – 60.9]) was significantly greater than that for ever smokers in Grade 8 (37.9% [33.4 – 42.4]). A significantly greater percentage of Grade 10 learners (50.4% [43.2 – 57.6]) compared to Grade 8 learners were classified as ever smokers.

68.7% [63.8 – 73.5] of the "Coloured" learners were classified as ever smokers. This did not differ significantly from the 62% [56.7 – 67.4] of "White" learners classified as ever smokers. Both these percentages were significantly different to the 39.3% [34.3 – 44.3] of the "Black/African" learners who were classified as ever smokers. It must be noted that throughout this report, no comparisons have been made with those learners classified as "Indian" as the total number of this "race" category in the national sample was small (n=152).

Current users of cigarettes

23% [19.0 – 27.0] of the sample were current users of cigarettes (smoked cigarettes on one or more days in the past 30 days preceding the survey), with significantly more males (28.8% [24.5 – 33.1]) using cigarettes than females (17.5% [13.1 – 21.9]). Significantly more learners who were 12 years old or younger (28.7% [21.7 – 35.7]) were current users of cigarettes when compared to 13 (14.7% [8.9 – 20.5]) and 14 year olds (17.4% [13.2 – 21.6]). Grade 9 learners had a significantly higher prevalence of current cigarette use (28.1% [20.9 – 35.3]) than Grade 8 learners (16.9% [14.4 – 19.4]). Significantly more Grade 10 learners (24.9% [19.5 – 30.3]) were current users of cigarettes compared to Grade 8

learners. 37.4% [33.8 – 41.0] of "Coloured" learners and 29% [22.5 – 35.6] of "White" learners currently used cigarettes. The prevalence rate for current use of cigarettes among "Coloured" learners was significantly greater than that for "Black/African" learners (18.4% [13.1 – 23.7]).

Current use of tobacco products other than cigarettes

18.2% [15.1 – 21.3] of the sample had used tobacco products other than cigarettes. Significantly more 12 year olds and younger (30.7% [20.8 – 40.6]) than 13 (7.3% [3.2 – 11.4]), 14 (12.4% [8.5 – 16.3]) and 15 year olds (13.2% [6.6 – 19.8]) were current users of other tobacco products. Additionally, 16 years and older learners (19.7% [16.3 – 24.1]) who were current users of other tobacco products, used these products significantly more than those who were 13 years old. While "Black/African" learners had the lowest prevalence for having ever smoked cigarettes and for current use of cigarettes, they had the highest prevalence of current use of other tobacco products.

Any tobacco product

32.5% [28.4 – 36.6] of learners had used any tobacco product on one or more days in the past 30 days preceding the survey. Significantly more males (38.0% [33.6 – 42.4]) than females (26.5% [21.5 – 31.5]) were current users of any tobacco product. Learners who were 12 years old and younger (43.6% [34.5 – 52.7]) were significantly more likely to be current users of any tobacco product when compared to 13 year olds (17.6% [9.8 – 25.4]), 14 year olds (24.4% [19.8 – 29.0]) and 15 year olds (26.9% [20.9 – 32.9]). What is more, current users who were 16 years and older (36.5% [31.0 – 42.0]) used any tobacco product significantly more than those who were 14 years old. The prevalence of current use of any tobacco product for "Coloured" learners (41.2% [37.8 – 44.6]) was significantly

higher than that for "Black/African" learners (28.6% [22.8 – 34.5]). However there was no significant difference between that of "Coloured" and "White" learners (32.4% [26.1 – 38.7]).

First smoked cigarettes

18.5% [16.6 – 20.4] of learners first smoked cigarettes before the age of 10. Significantly more learners in Grade 8 (24.4% [18.6 – 30.2]) first smoked cigarettes before the age of 10 when compared to those learners in Grade 9 (14.3% [10.2 – 18.4]). More "Black/African" learners (20% [16.9 – 23.1]) first smoked cigarettes before the age of ten when compared to "Coloured" learners (14.2% [12.2 – 23.1]).

Current Frequent smokers

10.1% [7.3 – 12.9] of current smokers have been classified as current frequent smokers (smoked cigarettes on 20 or more days in the past 30 days preceding the survey). Significantly more Grade 9 learners (12.6% [7.3 – 17.9]) were current frequent smokers when compared to Grade 8 learners (5.5% [3.8 – 7.2]). In addition, significantly more Grade 10 learners (13.3% [9.8 – 16.8]) were current frequent smokers when compared to Grade 8 learners. When looking at current frequent smokers, the trend indicates that the number of current frequent smokers increased for 13-16 years and older with age. Those learners who were 16 years old or older (13.8% [10.0 – 17.6]) tended to smoke significantly more frequently than the 13 (4.5% [1.4 – 7.6]), 14 (4.9% [3.1 – 6.7]) and 15 year olds (6.1% [4.3 – 7.0]). Significantly more "Coloured" learners (14.6% [11.4 – 17.8]) were currently frequent smokers when compared to "Black/African" learners (7.3% [3.7 – 10.8]). Significantly fewer "Black/African" learners were current frequent smokers compared to "White" learners (17.0% [11.2 – 22.7]). However, there was no significant difference in current frequent smoking between "Coloured" and "White" learners.

Provincial Highlights

The prevalence of ever smokers in the Northern Province (27.4% [21.1 – 33.7]) was significantly lower than the national average of 46.7% [41.8 – 51.6]. However the Western Cape showed an opposite trend with a significantly higher prevalence of ever smokers (65.8% [58.2 – 73.4]) compared to the national average. A similar trend regarding current use of cigarettes was found in both the Northern Province (12.2% [6.6 – 17.8]) and the Western Cape (40.7% [35.6 – 45.8]) compared to the national average of 23% [19.0 – 27.0]. Current use of any tobacco product was significantly higher in the Western Cape (44.8% [40.5 – 49.1]) when compared to the national prevalence of 32.5% [28.4 – 36.6]. Both Gauteng (12.7% [9.6 – 15.8]) and North West Province (11.4% [6.5 – 16.3]) displayed significantly lower prevalence of learners who first smoked cigarettes before the age of 10 compared to the national prevalence of 18.5% [16.6 – 20.4].

A graphical representation of the prevalence of tobacco-use across all province is presented in Appendices III to VIII.

3.4 Access to Cigarettes

Learners were asked about their accessibility to cigarettes. 50.7% [43.5 – 57.9] of current smokers purchased their own cigarettes in a store. Most "Coloured" current smokers (63.2% [57.7 – 68.7]) bought their own cigarettes in a store. Significantly more "Coloured" current smokers purchased their own cigarettes in a store when compared to "Black/African" current smokers (48.8% [41.1 – 56.6]). "Black/African" current smokers were also least likely of all four "race" groups to purchase their own cigarettes in a store. A large percentage (64.2% [52.6 – 75.8]) of current smokers were not refused cigarettes because of their age when they bought them in a store. 80.2% [74.5 – 85.8] of "White" current smokers were not refused cigarettes because of their age when they bought them in a store. This figure differed significantly from that of "Coloured" current smokers (69.7% [65.2 – 74.3]) as well as from "Black/African" current smokers (56.6% [44.1 – 69.0]).

Besides purchasing their cigarettes themselves, various other means were used to obtain cigarettes. 14.7% [8.0 – 21.4] of current

smokers recruited another person to purchase cigarettes for them, 9.5% [6.2 – 12.8] of current smokers borrowed their cigarettes from someone else while 5.6% [3.6 – 7.6] of current smokers obtained their cigarette from an older person. A large percentage of "Black/African" current smokers (18.1% [12.2 – 24.0]) got someone else to purchase cigarettes on their behalf. This percentage differed significantly from "White" current smokers (4.5% [2.9 – 6.1]) as well as "Coloured" current smokers (9.8% [7.5 – 12.1]). In addition, significantly more "Coloured" current smokers recruited someone else to buy their cigarette when compared to "White" current smokers. "White" current smokers (17.1% [14.5 – 19.7]) were significantly more likely than the other "Coloured" (9.9% [7.8 – 12.1]) and "Black/African" (6.4% [4.2 – 8.6]) current smokers to have borrowed their cigarettes from someone else. Almost one third of current smokers (29.7% [25.8 – 33.6]) reported being offered free cigarettes by a tobacco representative. Significantly more 16 years and older current smokers (30.3% [26.2 – 34.4]) than 14 year old current smokers (18.1% [12.1 – 24.1]) were offered free cigarettes by a tobacco representative.

Provincial Highlights

Significantly fewer current smokers in the Northern Province (27.2% [19.6 – 34.8]), compared to the composite figure for the entire country (50.7% [43.5 – 57.9]) bought their own cigarettes in a store. 44.1% [35.0 – 53.2] of current smokers in the Free State, a significantly higher figure compared to the national prevalence of 29.7% [25.8 – 33.6], were offered free cigarettes by a tobacco representative. On the other hand, a significantly lower percentage of current smokers in the Northern Cape (17.4% [12.2 – 22.6]), compared to the national prevalence, were offered free cigarettes by a tobacco representative.

Cessation and Addiction

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TABLE 4

Access to Cigarettes

SOUTH AFRICA: CURRENT SMOKERS ¹						
	Got someone else to buy	Borrowed from someone	Got from older person	Bought own at store	Bought at store: not refused – age	Offered free by a Tobacco Rep.
	%	%	%	%	%	%
Totals	14.7 8.0 – 21.4 ^a	9.5 6.2 – 12.8	5.6 3.6 – 7.6	50.7 43.5 – 57.9	64.2 52.6 – 75.8	29.7 25.8 – 33.6
Gender : Male	14.5 7.4 – 21.6	9.3 4.6 – 14.0	4.5 2.6 – 6.4	53.7 44.9 – 62.5	65.1 52.7 – 77.5	29.8 25.4 – 34.2
Female	15.3 6.9 – 23.7	9.8 5.2 – 14.4	6.8 3.4 – 10.2	46.6 40.2 – 53.0	63.3 48.7 – 77.9	27.9 17.6 – 38.2
Grade: 8	14.0 10.2 – 17.8	9.0 4.6 – 13.4	5.8 3.5 – 8.1	52.0 43.8 – 60.2	61.4 52.1 – 70.7	30.0 22.8 – 37.2
9	19.0 3.7 – 34.3	10.2 6.1 – 14.3	5.5 0.9 – 10.1	48.9 37.8 – 60.0	59.6 41.4 – 77.8	31.6 25.5 – 37.7
10	11.3 6.0 – 16.6	9.2 2.6 – 15.8	5.2 1.9 – 8.5	51.6 40.8 – 62.4	70.7 58.0 – 83.4	27.5 20.0 – 35.0
Age: ≤12	17.7 7.2 – 28.2	5.6 -0.2 – 11.4	1.2 -0.3 – 2.7	45.1 30.8 – 59.4	58.7 34.8 – 82.6	38.9 23.7 – 54.1
13	13.0 3.7 – 22.3	9.7 0.0 – 19.4	11.9 3.0 – 20.8	40.9 23.5 – 58.3	69.2 53.2 – 85.2	36.3 15.9 – 56.7
14	9.8 3.8 – 15.8	12.6 6.2 – 19.0	4.8 1.1 – 8.5	53.2 42.8 – 63.6	74.6 65.1 – 84.1	18.1 12.1 – 24.1
15	8.0 3.2 – 12.8	11.9 5.5 – 18.3	5.6 2.1 – 9.1	59.4 51.6 – 67.2	73.3 61.7 – 84.9	26.2 19.4 – 33.0
16+	17.9 7.0 – 28.8	7.9 3.2 – 12.6	5.8 2.2 – 9.4	50.2 38.9 – 61.5	61.3 47.7 – 74.9	30.3 26.2 – 34.4
‘Race’: Black/African	18.1 12.2 – 24.0	6.4 4.2 – 8.6	7.0 2.5 – 11.5	48.8 41.1 – 56.6	56.6 44.1 – 69.0	29.7 24.0 – 35.4
Coloured	9.8 7.5 – 12.1	9.9 7.8 – 12.1	3.4 2.3 – 4.4	63.2 57.7 – 68.7	69.7 65.2 – 74.3	22.3 17.4 – 27.3
Indian	22.7 – – ^b	100.0 – –	2.3 1.1 – 3.5	56.6 44.8 – 68.3	82.3 – –	45.5 – –
White	4.5 2.9 – 6.1	17.1 14.5 – 19.7	4.3 0.4 – 8.2	53.7 48.1 – 59.2	80.2 74.5 – 85.8	27.9 24.1 – 31.7
Other	42.9 18.7 – 67.0	16.4 11.8 – 20.9	8.1 – –	26.2 18.8 – 33.5	81.3 – –	37.7 – –
Don’t know	19.2 11.4 – 26.9	8.1 3.8 – 12.5	6.0 1.3 – 10.8	45.2 34.6 – 55.8	56.4 49.2 – 63.6	28.5 19.3 – 37.7
a. 95% confidence interval b. n too small						
1. Smoked cigarettes on 1 of the 30 days preceding the survey						

TABLE 5

Cessation and Addiction

SOUTH AFRICA		Current Smokers ¹		
	Want to stop smoking	Tried to quit in past year	Who say they could quit if they wanted to	Who have/need a cigarette 1st thing in the morning
	%	%	%	%
Totals	73.9 67.4 – 80.4 ^a	76.6 72.4 – 80.8	76.8 71.4 – 82.2	20.6 17.1 – 24.1
Gender : Male	75.8 67.6 – 84.0	79.0 73.1 – 84.9	80.2 75.4 – 85.0	20.1 13.9 – 26.3
Female	70.5 62.8 – 78.2	73.9 69.0 – 78.8	72.4 60.4 – 84.4	20.7 15.4 – 26.0
Grade: 8	78.9 71.6 – 86.2	76.5 70.2 – 82.8	77.6 72.1 – 83.1	17.5 11.9 – 23.1
9	77.4 66.1 – 88.7	78.1 70.7 – 85.5	79.0 71.9 – 86.1	18.6 11.3 – 25.9
10	67.4 59.7 – 75.1	75.1 68.4 – 81.8	75.9 63.4 – 88.4	23.4 15.5 – 31.3
Age: ≤12	83.5 67.8 – 99.2	75.5 59.1 – 91.9	78.4 64.2 – 92.6	23.0 12.3 – 33.7
13	83.2 71.4 – 95.0	68.6 49.5 – 87.7	57.6 32.9 – 82.3	18.3 1.6 – 35.0
14	60.2 49.2 – 71.2	70.8 60.5 – 81.1	80.0 68.9 – 91.1	16.9 7.3 – 26.5
15	71.0 60.5 – 81.5	78.3 69.3 – 87.3	77.4 69.0 – 85.8	15.5 9.1 – 21.9
16+	75.3 67.2 – 83.4	77.9 73.4 – 82.4	77.5 69.0 – 86.0	22.6 18.0 – 27.2
‘Race’: Black/African	81.1 77.1 – 85.1	76.3 72.4 – 80.2	79.4 73.7 – 85.1	20.2 15.6 – 24.9
Coloured	74.2 69.3 – 79.1	76.2 69.6 – 82.8	79.2 73.6 – 84.7	17.2 12.7 – 21.7
Indian	83.2 79.3 – 87.1	64.4 54.1 – 74.7	46.6 42.4 – 50.9	44.3 24.4 – 64.3
White	51.9 45.3 – 58.6	77.7 72.0 – 83.4	73.0 69.4 – 76.5	16.9 12.6 – 21.2
Other	77.8 – – ^b	38.8 – –	69.3 – –	5.8 – –
Don’t know	77.9 69.9 – 86.0	76.8 65.6 – 88.0	80.3 73.1 – 87.5	26.0 19.6 – 32.4
a. 95% confidence interval b. n too small				
1. Smoked cigarettes on 1 of the 30 days preceding the survey				

3.5 Cessation and Addiction

Over 70% (73.9% [67.4 – 80.4]) of current smokers expressed a desire to stop smoking. Significantly more 13 year old current smokers (83.2% [71.4 – 95.0]) desired to stop smoking when compared to 14 year olds (60.2% [49.2 – 71.2]). In fact 76.6% [72.4 – 80.8] of current smokers made an attempt to stop smoking in the past year preceding the survey. An equal percentage of current smokers (76.8% [71.4 – 82.2]) felt confident that they could quit if they wanted to. Over a fifth of current smokers (20.6% [17.1 – 24.1]) admitted to needing a cigarette first thing in the morning.

For each of these four items, "Black/African" learners showed a higher prevalence when compared to "Coloured" and "White" learners. In fact significantly more "Black/African" current smokers (81.1% [77.1 – 85.1]) than "White" current smokers (51.9% [45.3 – 58.6]) expressed a desire to stop smoking. When comparing "Coloured" and "White" current smokers, significantly more "Coloured" learners (74.2% [69.3 – 79.1]) than "White" learners desired to stop smoking.

Provincial Highlights

The prevalence of current smokers who desired to stop smoking ranged from 64% [50.8 – 77.2] in the Northern Province to 81.6% [73.3 – 89.9] in the Northern Cape. Current smokers who tried to quit in the year preceding the survey in Kwa-Zulu Natal (88.1% [83.3 – 92.9]), differed significantly from the national figure (76.6% [72.4 – 80.8]). Just about half of current smokers in the Northern Province (50.9% [34.3 – 67.5]) tried to quit in the past year preceding the survey, the lowest across the nine provinces, as well as significantly less than the national estimate. The percentage of those current smokers who said that they could quit if they wanted to varied from 54.5% [39.9 – 69.1] in the Northern Province to 82.5% [70.9 – 94.1] in Mpumalanga. Significantly fewer current smokers in the Northern Province compared to the national percentage (76.8% [71.4 – 82.2]) felt that they could stop smoking if they so desired.

Media, Advertising, Marketing & Regulations

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TABLE 6

Media, Advertising, Marketing and Regulations

	Learners who have seen a lot of cigarette ads in magazines & newspapers	Current smokers ¹ who have seen tobacco ads on billboards	Learners who have not seen an anti-smoking message in the media in the past 30 days	Current smokers who own something with a cigarette logo on it	Never smokers who own something with a cigarette logo on it
	%	%	%	%	%
Totals	40.2 37.8 – 42.6 ^a	39.1 33.7 – 44.5	20.3 18.2 – 22.4	23.1 16.8 – 29.4	13.5 10.4 – 16.6
Gender : Male	42.6 38.7 – 46.5	37.3 30.5 – 44.1	21.2 19.1 – 23.3	24.6 19.9 – 29.3	15.7 11.1 – 20.3
Female	38.3 35.4 – 41.2	41.1 33.1 – 49.1	19.4 15.9 – 22.9	20.9 10.8 – 31.0	11.9 8.4 – 15.4
Grade: 8	39.5 36.7 – 42.3	36.6 27.9 – 45.3	23.0 20.6 – 25.4	24.9 19.8 – 30.0	14.5 10.2 – 18.8
9	41.3 37.4 – 45.2	34.8 24.5 – 45.1	20.1 17.3 – 22.9	24.7 13.2 – 36.2	10.2 6.4 – 14.0
10	40.4 36.6 – 44.2	46.6 36.3 – 56.9	17.4 12.7 – 22.1	19.8 14.1 – 25.5	14.0 8.0 – 20.0
Age: ≤12	45.1 37.5 – 52.7	46.8 31.3 – 62.3	23.1 18.6 – 27.6	43.7 21.6 – 65.8	26.4 19.2 – 33.6
13	34.0 29.6 – 38.4	27.1 12.2 – 42.0	20.4 13.5 – 27.3	15.6 0.5 – 31.7	6.1 3.1 – 9.1
14	43.8 38.5 – 49.1	42.5 32.2 – 52.8	19.1 14.1 – 24.1	17.4 10.0 – 24.8	13.0 6.2 – 19.8
15	41.9 35.5 – 48.3	44.5 33.2 – 55.8	20.9 18.3 – 23.5	20.0 13.7 – 26.3	9.6 5.3 – 13.9
16+	40.0 37.6 – 42.4	37.7 27.8 – 47.6	19.4 16.3 – 22.5	21.4 15.7 – 27.1	14.7 10.2 – 19.2
‘Race’: Black/African	38.9 35.7 – 42.1	37.3 33.1 – 41.5	21.1 18.8 – 23.5	24.9 16.4 – 33.4	14.4 10.7 – 18.1
Coloured	42.9 38.9 – 46.9	41.3 34.8 – 47.9	14.0 10.9 – 17.0	15.7 11.1 – 20.3	14.3 8.5 – 20.1
Indian	51.2 33.9 – 68.5	20.4 18.4 – 22.4	18.6 12.8 – 24.3	17.1 15.4 – 18.8	7.2 6.8 – 7.6
White	55.1 48.9 – 61.4	50.6 47.4 – 53.8	14.9 12.5 – 17.3	21.1 15.1 – 27.0	17.1 11.7 – 22.6
Other	43.9 28.7 – 59.1	21.0 – ^b	41.5 38.1 – 45.0	29.9 –	17.9 2.2 – 33.6
Don’t know	28.0 23.7 – 32.4	28.0 20.0 – 36.1	24.7 19.7 – 29.6	24.1 17.7 – 30.6	7.0 4.4 – 9.6
a. 95% confidence interval b. n too small 1. Smoked cigarettes on 1 of the 30 days preceding the survey					

Current smokers who are in favour of banning smoking in public places	Never smokers who are in favour of banning smoking in public places
%	%
50.6 46.5 – 54.7	49.9 41.8 – 58.0
54.4 49.9 – 58.9	51.0 40.9 – 61.1
44.5 36.3 – 52.7	48.7 40.7 – 56.7
48.8 42.0 – 55.6	50.0 37.9 – 62.1
47.3 40.1 – 54.5	50.4 39.4 – 61.4
54.2 47.2 – 61.2	47.8 38.4 – 57.2
53.0 42.6 – 63.4	43.7 33.2 – 54.2
44.0 30.2 – 57.8	44.2 29.7 – 58.7
46.6 37.9 – 55.3	53.1 37.8 – 68.4
54.1 47.0 – 61.2	54.8 44.2 – 65.4
49.8 42.9 – 56.7	48.8 40.7 – 56.9
51.9 47.1 – 56.7	48.2 40.6 – 55.9
43.4 37.6 – 49.3	43.6 34.4 – 52.8
60.2 – –	52.6 49.4 – 55.8
49.9 41.8 – 58.1	69.6 62.5 – 76.7
80.2 75.0 – 85.4	53.2 29.9 – 76.6
48.8 39.3 – 58.3	44.5 29.7 – 59.2

3.6 Media, Advertising, Marketing & Regulations

The influence of media, advertising, marketing and anti-tobacco legislation were investigated. 40.2% [37.8 – 42.6] of the sample reported having seen a lot of cigarette advertisements in magazines and newspapers. A significantly larger percentage of 14 year old learners (43.8% [38.5 – 49.1]) compared to 13 year old learners (34.0% [29.6 – 38.4]) reported seeing a lot of cigarette advertisements in magazines and newspapers. Significantly more "White" learners (55.1% [48.9 – 61.4]) had seen a lot of cigarette advertisements in magazines and newspapers when compared to "Coloured" (42.9% [38.9 – 46.9]) and "Black/African" learners (38.9% [35.7 – 42.1]). 39.1% [33.7 – 44.5] of current smokers reported having seen tobacco advertisements on billboards. Significantly more "White" current smokers (50.6% [47.4 – 53.8]) than "Black/African" current smokers (37.3% [33.1 – 41.5]) had seen tobacco advertisements on billboards. One fifth (20.3% [18.2 – 22.4]) of the sample had not seen an anti-smoking message in the media in the past 30 days preceding the survey. Significantly more "Black/African" learners (21.1% [18.8 – 23.5]) than "Coloured" (14% [10.9 – 17.0]) and "White" learners (14.9% [12.5 – 17.3]) had not seen an anti-smoking message in the media in the past 30 days preceding the survey.

Current smokers (23.1% [16.8 – 29.4]) were more likely than never smokers (13.5% [10.4 – 16.6]) to own something with a cigarette logo on it. Never smokers who were 12 years old or younger

(26.4% [19.2 – 33.6]) were significantly more likely than 13 year olds (6.1% [3.1 – 9.1]) and 15 year olds (9.6% [5.3 – 13.9]) to own something with a cigarette logo on it. Those never smokers who were 16 years or older (14.7% [10.2 – 19.2]) were also significantly more likely to own something with a cigarette logo on it when compared to 13 year old never smokers. Equal percentages of current smokers (50.6% [46.5 – 54.7]) and never smokers (49.9% [41.8 – 58.0]) were in favour of banning smoking in public places. Almost 70% of "White" never smokers (69.6% [62.5 – 76.7]) were in favour of banning smoking in public places. In fact significantly more "White" never smokers compared to "Black/African" (48.2% [40.6 – 55.9]) and "Coloured" (43.6% [34.4 – 52.8]) never smokers were in favour of banning smoking in public places.

Provincial Highlights

When compared to the national average of 40.2% [37.8 – 42.6], a significantly lower percentage of learners in the Northern Province (32.2% [27.5 – 36.9]) had seen a lot of cigarette advertisements in magazines and newspapers. Significantly more learners in the Northern Province (30.8% [26.8 – 34.8]) had not seen an anti-smoking message in the media in the past 30 days preceding the survey when compared to the national estimate of 20.3% [18.2 – 22.4]. A significantly lower percentage of never smokers in the North West Province (5.9% [3.8 – 8.0]) owned something with a cigarette logo on it compared to the national prevalence of 13.5% [10.4 – 16.6].

Environmental Tobacco Smoke ▶
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TABLE 7		Environmental Tobacco Smoke				
	Cur rent smokers who had someone smoke in their homes in their presence in past 7 days	Never smokers who had some - one smoke in their homes in their presence in past 7 days	Never smokers who had some - one smoke in a place other than their homes in their presence in past 7 days	Cur rent smokers who had some - one smoke in a place other than their homes in their presence in past 7 days	Cur rent smokers who definitel y think smok e from others is harmful	Never smokers who definitel y think smok e from others is harmful
	%	%	%	%	%	%
Totals	73.7 66.7 - 80.7 ^a	32.1 30.0 - 34.2	41.2 37.7 - 44.7	81.8 78.6 - 85.0	42.0 38.0 - 46.0	52.3 45.8 - 58.8
Gender : Male	72.2 63.2 - 81.2	31.9 27.7 - 36.1	45.0 40.5 - 49.5	82.1 77.6 - 86.6	45.5 40.8 - 50.2	51.6 44.4 - 58.8
Female	76.5 70.7 - 82.3	32.7 29.8 - 35.6	39.7 35.0 - 44.4	81.3 75.9 - 86.7	39.3 33.8 - 44.8	53.7 47.1 - 60.3
Grade: 8	67.2 58.3 - 76.1	26.8 23.3 - 30.3	34.8 28.2 - 41.4	82.0 77.7 - 86.3	36.0 29.4 - 42.6	50.4 40.9 - 59.9
9	75.1 64.8 - 85.4	35.0 28.5 - 41.5	49.7 44.7 - 54.7	82.0 77.1 - 86.9	48.4 44.1 - 52.7	55.2 49.7 - 60.7
10	76.6 70.4 - 82.8	37.0 30.1 - 43.9	45.8 41.7 - 49.9	80.8 74.4 - 87.2	41.9 33.4 - 50.4	53.1 44.8 - 61.4
Age: ≤12	66.4 49.5 - 83.3	24.8 14.6 - 35.0	30.9 21.9 - 39.9	76.0 64.2 - 87.8	36.3 19.5 - 53.1	28.8 18.9 - 38.7
13	64.7 49.3 - 80.1	26.9 20.1 - 33.7	33.4 25.4 - 41.4	73.4 55.5 - 91.3	39.9 22.5 - 57.3	74.2 63.5 - 84.9
14	75.3 66.0 - 84.6	26.0 20.1 - 31.9	39.9 29.6 - 50.2	86.3 79.0 - 93.6	40.8 29.4 - 52.2	57.2 45.8 - 68.6
15	72.4 62.3 - 82.5	30.6 25.5 - 35.7	41.8 35.0 - 48.6	88.1 82.1 to 94.1	50.7 43.5 - 57.9	56.2 48.6 - 63.8
16+	76.2 68.2 - 84.2	37.2 32.6 - 41.8	45.5 40.0 - 51.0	81.3 76.7 - 85.9	42.5 36.9 - 48.1	49.9 40.6 - 59.2
‘Race’: Black/ African	71.4 57.8 - 85.0	29.2 26.4 - 32.0	37.6 34.5 - 40.8	78.4 73.5 - 83.3	39.9 35.9 - 43.9	49.5 43.8 - 55.3
Coloured	76.4 71.6 - 81.2	48.3 40.1 - 56.5	53.0 46.5 - 59.5	82.9 77.9 - 87.9	43.6 38.4 - 48.8	59.4 52.0 - 66.7
Indian	81.2 79.3 - 83.1	37.2 35.5 - 38.9	41.3 38.7 - 43.9	82.6 80.5 - 84.7	29.7 21.2 - 38.1	68.0 64.2 - 71.7
White	79.2 71.2 - 87.2	27.8 21.4 - 34.1	53.4 46.8 - 60.1	86.4 80.6 - 92.1	42.2 33.6 - 50.8	64.2 56.7 - 71.7
Other	51.8 38.2 - 65.5	30.8 11.3 - 50.2	46.4 32.9 - 59.9	91.9 - - ^b	43.2 31.0 - 55.3	57.0 37.6 - 76.3
Don’t know	68.2 58.3 - 78.1	36.9 32.3 - 41.5	43.1 28.9 - 57.2	78.6 71.7 - 85.5	46.1 39.5 - 52.7	52.6 38.8 - 66.4
a. 95% confidence interval b. n too small						

3.7 Environmental Tobacco Smoke

Over 70% of current smokers (73.7% [66.7 – 80.7]) were exposed to someone else smoking in their home in their presence in the past seven days preceding the survey. On the other hand, only about a third of never smokers (32.1% [30.0 – 34.2]) had someone smoke in their home in their presence in the past seven days preceding the survey. Significantly more 16 years and older never smokers (37.2% [32.6 – 41.8]) than 14 year old never smokers (26% [20.1 – 31.9]) had someone smoke in their homes in their presence in the past seven days preceding the survey. A significantly larger percentage of "Coloured" never smokers (48.3% [40.1 – 56.5]) compared to "Black/ African" never smokers (29.2% [26.4 – 32.0]) and "White" never smokers (27.8% [21.4 – 34.1]) had someone smoke in their home in their presence in the past seven days preceding the survey.

Twice as many current smokers (81.8% [78.6 – 85.0]) compared to never smokers (41.2% [37.7 – 44.7]) had someone smoke in their presence outside of their home in the past seven days preceding the study. Significantly less Grade 8 never smokers (34.8% [28.2 – 41.4]) compared to Grade 9 never smokers (49.7% [44.7 – 54.7]) and Grade 10 never smokers (45.8% [41.7 – 49.9]) had someone smoke in a place other than their home in their presence in the past seven days preceding the survey. Significantly more "Coloured" never smokers (53% [46.5 – 59.5]) compared to "Black/African" never smokers (37.6% [34.5 – 40.8]) had someone smoke in a place other than their home in their presence in the past seven days preceding the survey.

Only 10% more never smokers (52.3% [45.8 – 58.8]) compared to current smokers (42.0% [38.0 – 46.0]) definitely thought that smoke from others was harmful. A significantly larger percentage of current smokers in Grade 9 (48.4% [44.1 – 52.7]) compared to those in Grade 8 (36.0% [29.4 – 42.6]) definitely thought that smoke from others was harmful. The percentage of 12 years old and younger never smokers (28.8% [18.9 – 38.7]) who definitely thought that smoke from others was harmful was significantly lower than the estimates for 13 year olds (74.2% [63.5 – 84.9]), 14 year olds (57.2% [45.8 – 68.6]), 15 year olds (56.2% [48.6 – 63.8]) and

16 years and older (49.9% [40.6 – 59.2]). Significantly more "White" never smokers (64.2% [56.7 – 71.7]) compared to "Black/ African" never smokers (49.5% [43.8 – 55.3]) definitely thought that smoke from others was harmful.

Provincial Highlights

A significantly lower percentage of never smokers in Kwa-Zulu Natal (23% [19.8 – 26.2]) and Northern Province (16.8% [10.8 – 22.5]) had someone smoke in their home in their presence in the past seven days preceding the survey compared to the national prevalence of 32.1% [30.0 – 34.2]. On the other hand, a significantly higher percentage of never smokers in the North West Province (44.2% [35.1 – 53.3]) and Gauteng (40.1% [34.2 – 45.8]), compared to the national estimate, had someone smoke in their home in their presence during the past seven days preceding the study. A significantly smaller percentage of never smokers in the Northern Province (20.9% [14.9 – 26.9]) compared to the national average of 41.2% [37.7 – 44.7] had someone smoke in a place other than their home in their presence during the past seven days preceding the survey. Current smokers in the Free State (89.5% [85.4 – 93.6]) compared to all nine provinces were more likely to have had someone smoke in their home in the past seven days preceding the survey. This percentage in the Free State also differed significantly from the national figure of 81.8% [78.6 – 85.0].

School Curriculum ▶

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TABLE 8

School Curriculum

SOUTH AFRICA	Taught in class about the dangers of smoking	Discussed in class why young people smoke	Taught in class about the effects of smoking
	%	%	%
Totals	40.8 37.7 – 43.9 ^a	31.4 28.7 – 34.1	44.5 41.4 – 47.6
Gender : Male	41.5 37.3 – 45.7	31.9 28.6 – 35.2	45.1 41.5 – 48.7
Female	40.3 36.4 – 44.2	30.1 26.3 – 33.9	43.8 39.7 – 47.9
Grade: 8	41.1 36.8 – 45.4	31.3 28.2 – 34.4	41.5 37.6 – 45.4
9	44.8 38.6 – 51.0	35.2 29.8 – 40.6	49.6 44.4 – 54.8
10	34.7 31.7 – 37.7	26.3 23.6 – 29.0	41.8 38.7 – 44.9
Age: ≤12	52.7 46.9 – 58.5	45.6 40.6 – 50.6	53.6 47.5 – 59.7
13	32.1 21.7 – 42.5	23.9 16.6 – 31.2	37.5 31.2 – 43.8
14	37.1 31.5 – 42.7	28.9 22.5 – 35.4	39.9 34.1 – 45.7
15	42.6 36.6 – 48.6	31.9 26.6 – 37.2	44.8 39.2 – 50.4
16+	40.1 36.9 – 43.3	29.9 26.6 – 33.2	45.8 41.4 – 50.2
“Race”: Black/African	40.1 35.7 – 44.5	32.1 28.0 – 36.2	45.5 41.3 – 49.7
Coloured	43.5 36.3 – 50.6	29.8 25.7 – 33.9	41.3 35.2 – 47.3
Indian	33.0 24.2 – 41.8	30.4 24.3 – 36.5	33.5 29.0 – 38.1
White	43.0 36.5 – 49.5	33.6 29.3 – 38.0	43.9 37.7 – 50.2
Other	35.7 20.2 – 51.2	38.7 21.7 – 55.6	47.8 27.8 – 67.8
Don't know	39.5 35.6 – 43.4	24.3 20.9 – 27.6	44.5 37.6 – 51.3
a 95% confidence interval			

3.8 School Curriculum

Learners were asked whether they had received any formal lessons on tobacco-related issues in class during the past year as part of their school curriculum. Two out of every five learners sampled (40.8% [37.7 – 43.9]) were taught about the dangers of smoking in class. Of the three Grades sampled, Grade 9 learners (44.8% [38.6 – 51.0]) received the most education on the dangers of smoking. Significantly more Grade 9 learners were taught about the dangers of smoking in class when compared to Grade 10 learners (34.7% [31.7 – 37.7]). Learners 12 years or younger (52.7% [46.9 – 58.5]) were significantly more likely to have received lessons in class about the dangers of smoking than 14 year olds (37.1% [31.5 – 42.7]) and 16 years and older learners (40.1% [36.9 – 43.3]).

Just under one third of learners (31.4% [28.7 – 34.1]) discussed in class the reasons that young people smoke. Again, Grade 9 learners (35.2% [29.8 – 40.6]) were the most likely of all three grades to have held this discussion concerning young people and tobacco. Grade 9 learners were significantly more likely than Grade 10 learners (26.3% [23.6 – 29.0]) to have discussed in class why young people smoke. Significantly

more learners who were 12 years and younger (45.6% [40.6 – 50.6]) compared to 13 year olds (23.9% [16.6 – 31.2]), 14 year olds (28.9% [22.5 – 35.4]), 15 year olds (31.9% [26.6 – 37.2]) and 16 years and older learners (29.9% [26.6 – 33.2]) discussed in class why young people smoke. 44.5% [41.4 – 47.6] of learners were taught in class about the effects of smoking. Significantly more learners who were 12 years old or younger (53.6% [47.5 – 59.7]) compared to 13 year olds (37.5% [31.2 – 43.8]) and 14 year olds (39.9% [34.1 – 45.7]) were taught in class about the effects of smoking. For all three items related to school curriculum that were measured, "Black/African", "Coloured" and "White" learners reported having received lessons on tobacco-related issues to the same extent.

Provincial Highlights

Significantly fewer learners in Gauteng (32.2% [26.9 – 37.5]) compared to the rest of the country (40.8% [37.7 – 43.9]) were taught in class about the dangers of smoking. Northern Cape learners (24% [19.9 – 28.1]) and Gauteng learners (25.5% [21.4 – 25.6]) were exposed to discussions in class about why young people smoke to a significantly lesser extent than a composite estimate of learners country-wide (31.4% [28.7 – 34.1]).